

City of Brookhaven – Community Center Design

OVERVIEW

The following public involvement plan outlines the process to engage and inform the public during the conceptual design phase of the Murphey Candler Community Center. Input received throughout will guide the design decisions and will culminate in a final conceptual design, to be presented to the Mayor and City Council for approval in May 2020. Construction documents will begin to be developed after the conceptual design is finalized.

PLANNING DOCUMENTS

CPL will use the findings of the both the Comprehensive Plan and Comprehensive Parks and Recreation Master Plan to guide programming and facility needs. Synthesizing those efforts, the public input process will give insight into the community's programming desires for the Murphey Candler Park Community Center. Through the process, we will affirm findings from prior efforts and develop recommendations for programming the Community Center.

STAKEHOLDER INTERVIEWS

Stakeholders, including elected officials, appointed board/commission members, City staff, property owners, residents, business owners, employers and employees will be engaged at key stages throughout the design process. The team will hold up to six (6) stakeholder interviews, preferably in a central location and in a condensed period (such as at Brookhaven City Hall over 2 to 3 days). The City will provide the contact information for the stakeholder interviews. CPL will contact the stakeholders and prepare all materials for the stakeholder interviews, while the City will provide the location. A summary of stakeholder interview feedback will be provided to the City.

COMMUNITY SURVEY

A community survey will be distributed to solicit feedback on programming needs for the Community Center. The survey will be distributed at City Hall, via email, and available on the website. Anticipated release date is December 2019, and the survey will run through the first meeting in 2020. A press release will be developed to kick-off the effort and notify the public of the opportunity.

COMMUNITY MEETINGS & EVENTS

The General Public will be engaged during three major outreach opportunities:

#1: Light Up Brookhaven

Date: Wednesday, December 4, 2019

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Time: 6:30 to 9:00 PM

Location: 3493 Ashford Dunwoody Road, Brookhaven, GA 30319

Purpose: This opportunity will:

- Inform attendees about the project and provide project details/timeline; and
- Solicit additional feedback on what kinds of services the public would like to see in the Community Center.

Format: Pop-up style input station with project information, holiday cookie giveaway and interactive activities, to include:

- Santa's List – Participants will sign-up to be on Santa's list to receive project updates and other feedback opportunities;
- Santa Snacks –Participants will be enticed to visit the tent to receive hot cocoa or other holiday treats that complements the City's offerings.
- Trimming the Tree – Participants will hang ornaments and accessories that reflect the programs they would like to see make up the Community Center; and
- Community Survey – The community survey will be kicked-off as part of this event. Community members can take the survey while they wait or take home a copy for later.

#2 – Cherry Blossom Festival

Date: Saturday, March 28, 2020

Time: 10:00 AM-2 PM

Location: 3493 Ashford Dunwoody Road, Brookhaven GA 30319

Purpose: This opportunity will:

- Inform attendees about the project and provide project details/timeline; and
- Solicit feedback on how programming recommendations should be arranged on the site.

Format: Pop-up style input station with project information, giveaways and an interactive activity, to include:

- Designer on Duty – in this activity, attendees will “charrette” their ideas using programmatic elements identified from prior input activities. “Designers” will be given a set of tiles representing different programs and sizes for each program

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so attendees can articulate spatial preferences for the Community Center Design.

#3 – MCPC Earth Day Social

Date: Friday, April 24, 2020

Time: 5:30 to 8:30 PM

Location: 1670 West Nancy Creek Dr, Brookhaven GA 30319

Purpose: This opportunity will:

- Inform the public on the draft recommendations and designs;
- Inform public of the ongoing project schedule; and
- Solicit feedback prior to finalizing designs.

Format: Pop-up style input station with project information, giveaways and an interactive activity, to include:

- Project Boards – in this activity, attendees will complete brief feedback exercises to comment on design and programming of the Community Center;
- Activity related to programming recommendations that come out of earlier public involvement exercises (e.g.: if a basketball court is proposed, participants will play a basketball toss game to share preferences on the Community Center building).

POP-UP BOOTHS

At least two opportunities will be available for members of the public to review project progress through unconventional pop-up booths at city functions.

TOOLKIT FOR COMMUNITY ORGANIZATIONS

A toolkit will be developed for check-out by HOAs and other community organizations that consists of materials for distribution and input at meetings. The toolkit will include project briefings, a schedule, input activities that are appropriate for the stage of the process, and information about staying engaged. The toolkit will be advertised through all available media and at community events as an opportunity to broaden the reach of the input methods.

COORDINATION WITH ELECTED OFFICIALS

Elected and appointed officials will be engaged for project updates during at least two Council Work Sessions.

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ADDITIONAL OUTREACH TOOLS

Outreach for this project will be complemented by traditional and nontraditional techniques. This focus on multiple means of collection and distribution of information, along with careful timing of activities to tie them directly to the anticipated completion of technical tasks and key milestones of the project will allow for public input to be incorporated in a meaningful way.

- **Oversight Committee Briefings** – Involving the Oversight Committee is critical to the development and implementation of the construction documents. Individual briefings will be held with members and the Oversight Committee to present draft recommendations at key points in the process.
- **E-Blast** – Providing regular updates to interested parties is made easy by the City’s e-blast. The team will utilize this resource by producing content for updates to subscribers as needed throughout the process.
- **Social Media** – Capitalizing on the network of Instagram, Twitter and Facebook subscribers the City currently enjoys by providing content and a schedule of postings regarding the plan to the City.
- **Project Website Content** – The team will provide content to the City to host a project webpage that will serve as a hub of information for the Community Center project. The webpage content may include project background and schedule, displays, and information on how the public could submit comments and remain involved.
- **Parks and Recreation Programming Guide** – The team will provide content to be included in the Programming Guide. Given the limitations with the lead time, the information for inclusion will not be able to be time sensitive.

SCHEDULE

